

United States Department of the Interior
National Park Service

SENT TO D.C.

4-9-07

**National Register of Historic Places
Registration Form**

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instruction. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter or computer, to complete all items.

1. Name of Property

historic name: 399 West Fullerton Parkway Building

other names/site number:

2. Location

street and number: 399 West Fullerton Avenue

N/A not for publication

city, town: Chicago

N/A vicinity

state: Illinois

county: Cook County

zip code 60614-2876

3. State/Federal/Tribal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

William C. Ah TSHP
Signature of certifying official/Title

4-7-07
Date

State or Federal agency or Tribal Government

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency or Tribal Government

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

- entered in the National Register.
 - See continuation sheet.
- determined eligible for the National Register.
 - See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other. (explain: _____)

5. Classification

Ownership of Property

(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property

(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property

(Do not include previously listed resources in the count.)

Contributing		Noncontributing		
1	0			buildings
0	0			sites
0	0			structures
0	0			objects
1	0			Total

Name of related multiple property listing

(Enter "N/A" if property is not part of a multiple property listing.)

N/A

Number of contributing resources previously listed

in the National Register

N/A

6. Function or Use

Historic Functions

(Enter categories from instructions)

Domestic

Historic Subfunctions

(Enter subcategories from instructions)

Multiple Dwelling

Current Functions

(Enter categories from instructions)

Domestic

Current Subfunctions

(Enter subcategories from instructions)

Multiple Dwelling

7. Description

Architectural Classification

(Enter categories from instructions)

Late 19th And 20th Century Revivals

French Renaissance

Materials

(Enter categories from instructions)

Foundation Limestone

Walls Brick

Limestone

Roof Slate

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is

- A owned by religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

Architecture

Period of Significance

1926-1956

Significant Dates

1926

1927

Significant Person

(Complete if criterion B is marked above)

N/A

Cultural Affiliation

Architect/Builder

McNally & Quinn

Quinn, James Edwin

McNally, Frank Angus

399 West Fullerton Parkway Building
Name of Property

Cook County Illinois
County and State

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS:)

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey
- recorded by Historic American Engineering Record
- See continuation sheet for additional HABS/HAER documentation.

Primary location of additional data:

- State Historic Preservation Office
- Other State Agency
- Federal Agency
- Local Government
- University (Repository Name: Ryerson and Burnham Library, Art Institute of Chicago)
- Other (Repository Name: Granacki Historic Consultants, Chicago, IL)

10. Geographical Data

Acreege of Property: 0.31

UTM References 16 447012 E 4641478 N

(Place additional UTM references on a continuation sheet.)

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

399 West Fullerton Parkway Building
Name of Property

Cook County Illinois
County and State

11. Form Prepared By

name/title: Jennifer Kenny, Preservation Specialist

organization: Granacki Historic Consultants

date: 10/13/2006

street & number: 1105 West Chicago Avenue, Suite 201

telephone: (312) 421-1131

city or town: Chicago

state: Illinois

zip code: 60622-5772

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources.

Photographs

Representative **black and white photographs** of the property

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of the SHPO or FPO.)

name: 399 Corporation

street & number: 399 West Fullerton Parkway

telephone:

city or town: Chicago

state: Illinois

zip code: 60614-2876

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Program Center, National Park Service, 1849 C Street NW, Washington DC 20240; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

US GOVERNMENT PRINTING OFFICE : 1993 O - 350-416 QL 3

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National Register of Historic Places Continuation Sheet

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399 West Fullerton Parkway Building Chicago, Cook County, Illinois

ARCHITECTURAL DESCRIPTION

SUMMARY

The 399 West Fullerton Parkway Building was constructed in 1926-27 as a 17-story luxury cooperative apartment building in the Lincoln Park community area of Chicago. The Chicago architectural firm of McNally and Quinn, known for their designs for early 20th century exclusive luxury apartments, elegantly executed the brick and stone clad building in the French Renaissance Revival style. This outstanding building, with a modified H-plan, possesses excellent architectural integrity on both its exterior and interior.

LOCATION AND SETTING

The 399 West Fullerton Parkway Building is located approximately three miles north of Chicago's Loop in the Lincoln Park community area, one of Chicago's most desirable and highly priced neighborhoods. The community area is bounded by Diversey Avenue on the north, North Avenue on the south, Lake Michigan on the east, and the north branch of the Chicago River on the west. Densely urban and topographically level, the community is mixed in building types and in land uses. Generally, high rise apartment buildings line the bordering lakefront park and small scale residential properties of masonry are located west of Clark Street. The park itself contains some of Chicago's major cultural attractions, including Lincoln Park Zoo, Lincoln Park Conservatory, Peggy Notebaert Nature Museum, and the Chicago History Museum. Commercial uses are found principally along Clark Street and Lincoln Avenue, two historic diagonal thoroughfares that break the orthogonal street grid through the community, although major cross streets contain some commercial uses. Fullerton Parkway, from Clark Street eastward, contains some of the community's taller residential properties from the early 20th century. 399 Fullerton is part of a small grouping of tall apartment buildings along the south side of Fullerton Parkway that shares a similarity in height and setback, with little or no space between buildings. Three out of the four buildings in this grouping, the Fullerton Parkway Tower, The Patrician, the Patrician Annex, and 399 Fullerton are masonry structures in historic revival architectural styles built in the late 1920s, while the fourth is a modern steel and concrete design constructed in the 1960s.

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**399 West Fullerton Parkway Building
Chicago, Cook County, Illinois**

Filling most of its 85x160 foot lot on the south side of Fullerton Parkway, the 399 building faces north to capture sweeping views of Lincoln Park, a municipal lakefront park, and the dramatic vista northward on Lakeview Avenue. The building's setting and views were important to the Chicago architectural firm of McNally and Quinn and the building's developers.

BUILDING DESCRIPTION

The 17-story and basement 399 West Fullerton Parkway Building features a pressed and common brick exterior laid in American bond with cut stone trim concealing a reinforced concrete structure. To stimulate visual interest, the three part front façade is divided horizontally and vertically. Horizontally, it has a rusticated stone base of three floors, an elegant vertical shaft of 11 apartment floors, and a cap of three floors accented with dramatic French Renaissance detailing. The stone base is strikingly Beaux Arts in feeling with formal classical detailing, rusticated treatment, pediments, balustrade, and foliated panels. Of note is the emphasis on its central entry. The first floor door opening is topped with a cornice supported with brackets and accented with a frieze of swag motif panels. Just above is a second floor balcony with a delicately scrolled ornamental iron railing. The balcony opening is surrounded by fluted pilasters, simple frieze, and broken pediment above with an oval cartouche and foliated curved panels. Additional treatments at the base include classical style balustrades, ionic pilasters that rise to a cornice between the third and fourth floors, triglyph frieze, alternating triangular and curved pediments over fourth floor windows, rectangular panels with rinceau and other foliated carvings over openings at the first floor, and simple classical panels in the base floors above. The pressed brick shaft of apartment floors is only accented by stone quoins at the east and west edges of the front façade. Capping the building are the final three floors, with openings accented with tabbed stonework. Again balustrades, rectangular panels with swags or foliated ornament, and pedimented surrounds are found, indicating the formal application of the French Renaissance Revival style. Additional ornament includes circular windows framed with foliated stone detailing, projecting sills and stringcourses and square stone panels with ram heads with dripping horns of cornicopia.

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**399 West Fullerton Parkway Building
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Vertically, the building has a five bay fenestration with two projecting bays that rise upward and are crowned with steeply pitched, copper hipped roofs.

Although most architectural ornamentation is confined to the front (north) façade, the secondary elevations that face neighboring buildings to the east and west, and the alley to the rear are not devoid of treatment. On the secondary side and rear (south) facades, stone quoins do run up the edges of this brick building and simple stone stringcourses mark the three part configuration that is lavishly accented on the front façade. On all facades, most original windows remain and are wood, 8/8 or 6/6 double hung. The main 17-story portion of the building has a modified H plan, with a one story parking garage, principally rectangular, that wraps around the south (rear) of the building. Two first floor entrances on the front facade, one for pedestrian entry and one for automobile entry, responded to the reception needs of the early 20th century resident. The principal pedestrian entrance is off of Fullerton Parkway, through a small, central vestibule that opens up onto a rectangular lobby. Interior spaces on the first floor originally contained the common lobby, reception area to the garage, a chauffeurs' room and a custodian's apartment, now reserved for other uses. The sixteen stories above were designed for exclusive apartment living.

On each of the sixteen floors are two apartments: the "A unit," now known as the east or "E unit," built generously with nine rooms and four baths while the "B unit," now labeled the west or "W unit," was designed slightly smaller with eight rooms (does not have a library) and three baths. Of note is the careful arrangement of rooms in each apartment, with private, public, and service spaces clearly defined. The public (living room and dining room) and private spaces (chambers/bedrooms) of the apartments drew light from the front and rear of the buildings, respectively, while the service area with servants' quarters and kitchen were centrally located between them.

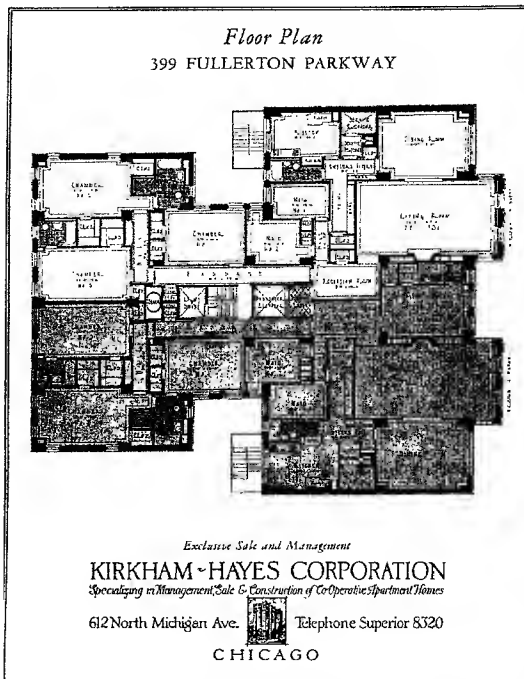
On each floor, the two apartments share a common elevator vestibule and stair situated at the center of the building. A service elevator shaft, service vestibule, and fire escape are found at the ends of each east and west unit, just off of the kitchen.

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399 West Fullerton Parkway Building
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On the interior, finishes are exceptional in both the public spaces of the building and the private apartments. The first floor lobby is well appointed with walnut paneling and elaborate French Renaissance decoration, particularly in crown moldings and surrounding window and door openings. Additionally, the automobile storage reception area has remarkable attention to detailing. There, one finds a floor with herringbone brickwork, and a chandelier surrounded by a plaster ceiling medallion in the area leading to the garage. Double wood doors lead to the lobby. Common elevator vestibules are each appointed with a coved ceiling, wood moldings, and square paneled wainscotting. Each of the 32 apartments features coved ceilings, arched door openings, elaborate cornices, hardwood

flooring, and wood paneled walls. Most high ornament occurs in the public spaces of each unit, particularly in the reception room. Here one finds high relief cornices and arched openings to the living room and wood multilight French doors to the private space of the unit. The east unit has one additional room a well-appointed library, that features built in bookcases and walnut paneling.

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**399 West Fullerton Parkway Building
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INTEGRITY

Few changes have occurred to the building since first constructed in 1926. On the exterior, the overhead garage door off of Fullerton Avenue has been replaced with a metal door. In plan and materials, the majority of the public spaces have been retained. Some material changes have occurred in shared elevator vestibules, such as flooring and the removal of wainscotting. Changes within units are mostly confined to the service area of the apartment, where walls of the servant's chambers have sometimes been removed to enlarge the kitchen.

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399 West Fullerton Parkway Building
Chicago, Cook County, Illinois

STATEMENT OF SIGNIFICANCE

SUMMARY

399 West Fullerton Parkway is individually eligible for National Register listing under criterion C, architecture, as a distinctive and well-crafted 1920s example of an upscale, cooperative elevator apartment building designed by the Chicago architectural firm of McNally and Quinn in the French Renaissance Revival style. McNally and Quinn achieved status as one of Chicago's premiere luxury apartment building designers of the early 20th century, second only to master architects Benjamin Marshall and Howard Van Doren Shaw. 399 West Fullerton Parkway, in Chicago's Lincoln Park community area, is also representative of an urban building type that evolved in the early 20th century, when upper crust Chicagoans resided in luxurious cooperative apartments constructed and extensively marketed in highly desirable neighborhoods along the city's lakefront. 399 Fullerton is also one of the few apartment buildings where architects explored automobile storage, plus chauffeur and tenant reception areas, in an era when the popularity of the automobile was accelerating.

BUILDING HISTORY

The 399 West Fullerton Parkway Building was developed in 1926 by a syndicate, the 399 Fullerton Parkway Building Corporation, and marketed by the Kirkham-Hayes Corporation, a firm that specialized in the "management, sale, and construction of cooperative apartment homes." The chosen site was on the former estate of Nellie M. Busch Loeb (Mrs. Jacob W. Loeb), whose two-and-a-half story stone mansion was once located at 401 West Fullerton Parkway, near the southeast corner of Clark Street and Fullerton Parkway.¹ Nellie Loeb was the daughter of Adolphus Busch, founder of the Anheuser-Busch brewery in St. Louis, MO. With dreams of further travel and a high priced offer, Mrs. Loeb sold the property in November 1925 to Peter F. Reynolds, a realtor, for a reported \$385,000.² The highly-desirable Lincoln Park property, with a 173-foot frontage on Clark Street and a 380-foot frontage along Fullerton Parkway, was destined for building.

¹ "Mrs. Nellie Loeb Sells Residence for \$385,000." *Chicago Daily Tribune*. November 22, 1925, p. B1.

² *Ibid.*

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399 West Fullerton Parkway Building Chicago, Cook County, Illinois

Between 1925 and 1930, Reynolds either developed or sold the lots for four high-rise upscale apartment buildings on the site: the Fullerton Parkway Towers at 415 West Fullerton Parkway (McNally & Quinn, architects, 1928); the 17-story Patrician Apartments at 405 West Fullerton Parkway (Roy F. France & Company, architects, English Gothic Revival, 1926); the Patrician Annex (Johnck & Ehmann, architects, 1927); and the 399 West Fullerton Parkway Building. The location of the Loeb estate was one of the most desirable in Chicago, overlooking Lincoln Park and at the southern terminus of Lakeview Avenue which had a vista northward to Diversey Parkway. Additionally, transportation to the Loop was exceptional, with Chicago surface lines and motor buses just outside the door. The Loeb estate and its real estate activities are indicative of what was happening in many of Chicago's lakefront communities in the 1920s, where high demand caused the replacement of mansions and small scale residential buildings with taller hotels and apartment buildings.

To construct the apartment building, the 399 Fullerton Parkway Building Corporation was incorporated on July 14, 1926. The corporation, made up of shareholders, contracted and later purchased the 85'x173' property for \$150,000. An \$875,000 loan was secured from S. W. Straus and Company³ for the construction of the distinctive apartment building that was designed by the architectural firm of McNally and Quinn with John A. Lundstrum and Company as contractor. McNally and Quinn were members of the syndicate and often invested in properties that they had designed. J. Edwin Quinn was the corporation's first president and Frank A. McNally was the first secretary and treasurer. An announcement and rendering of the building appeared in the *Chicago Daily Tribune* on August 1, 1926, calling 399 Fullerton Parkway a "modern adaptation of the French Renaissance."⁴

On October 4, 1926, a building permit was issued for the 17-story brick apartment building, 85x141x92x174, to cost \$700,000. By September 1927, a final building report was issued by the City of Chicago indicating construction on this new, tall luxury apartment building was complete.

³ The mortgage was later up to \$950,000.

⁴ "Fullerton Parkway Apartments." *Chicago Daily Tribune*. August 1, 1926, p. B1.

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399 West Fullerton Parkway Building
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In March 1937, the 399 Fullerton Parkway Corporation, the original cooperative body, sold the building and all its shares to the Fullerton Parkway Corporation. This new Corporation, which rented units, had financial difficulties culminating in the selling of the property through public auction in 1951.⁵ Tenants of the building at the time had purchased the building through the auction,⁶ and organized a new corporation of tenant-owners called the 399 Corporation. This corporation continues through today.

COOPERATIVE APARTMENTS

399 West Fullerton Parkway was one of a number of cooperative apartment buildings built in the 1920s. Cooperative apartments in Chicago became a viable alternative for home ownership following changes in Illinois statutes in 1919 and 1922 that established a legal mechanism (limited liability corporations) for constructing them.⁷ A cooperative is a type of ownership in which each member/resident has a direct opportunity and responsibility to participate in the care, maintenance and ownership of the property. It offers some of the security of individual home ownership yet is frequently more affordable. This type of multi-residential property is owned by a corporation that retains title and usually places a "blanket" mortgage on the entire property. The corporation is controlled by a Board of Directors elected by its members who own shares of stock. Each member has one vote in the corporation. The co-op member selects the apartment that he or she will occupy and suitably control under the parameters laid out by the corporation.

The construction of cooperative apartments in the 1920s was bolstered when Chicago's first zoning ordinance was approved in 1923, allowing greater building heights. Developers embraced the marketability of the tall apartment building and cooperative ownership, accelerating the growth of this more affordable urban residential building type. In prominent neighborhoods along Chicago's lakefront, cooperatives grew to be a feasible ownership opportunity for the mid to upper classes in the high priced Chicago real estate market. Likewise, cooperatives appealed to the upper classes with their

⁵ Advertisement. To be Sold at Public Auction, 2:00 p.m. Thursday, May 24, 1951." *Chicago Daily Tribune*. April 22, 1951, p. A7.

⁶ Chase, Al. "Tenants Buy Luxury N. Side Apartments." *Chicago Daily Tribune*. November 22, 1953, p. A9.

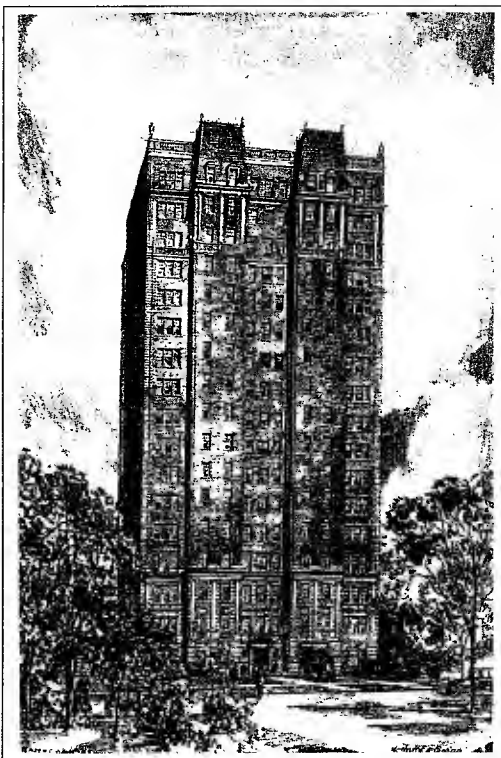
⁷ Westfall, Carroll William. "Home at the Top: Domesticating Chicago's Tall Apartment Buildings. *Chicago History: the Magazine of the Chicago Historical Society*. Vol. XIV, No. 1. Spring 1985, p. 35.

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399 West Fullerton Parkway Building
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exclusivity of ownership since no one could sell or rent to "less desirable" tenant-owners without the consent of the Board of Directors.

According to an article entitled "Co-operative Apartments" in the April 1926 issue of *Western Architect*, over 150 apartment buildings were operating in Chicago as cooperatives.⁸ Later that year, Chicago gained another cooperative apartment building when construction began at 399 West Fullerton Parkway.

As part of an ambitious marketing strategy for the 1920s cooperative apartment building, many were featured in the real estate columns and advertisements of the Chicago newspapers, in grand but tasteful brochures prepared by the developers, and in portfolios produced to collectively market only the city's most fashionable buildings. The 399 West Fullerton Parkway Building is an example of this type of

⁸ Claar, Elmer A. "Co-operative Apartments." *The Western Architect*. April 1926, p. 42.

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**399 West Fullerton Parkway Building
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marketing. First, a number of articles about the construction of 399 Fullerton appeared in the real estate sections of the *Chicago Tribune* and the *Economist (Chicago)* beginning in July 1926 when the syndicate was first incorporated. A compelling rendering of the exterior of 399 Fullerton appeared in the *Chicago Tribune* on August 1, 1926, created by B. C. Greengard. B. C. Greengard was one of many talented architectural renderers hired by architectural firms to offer "dramatic renditions of the new buildings"⁹ Greengard's rendering indicated 399 Fullerton's elegant French Renaissance Revival style architectural detailing and majestic heights, yet it was carefully crafted to introduce its natural setting, amongst trees and blue skies in Lincoln Park.

Next, companies like the Kirkham-Hayes Corporation, which was charged with marketing 399 Fullerton Parkway, created brochures that touted the benefits of exclusive living. A brochure entitled "399 Fullerton Parkway: A Co-operative Apartment Building of Distinction" was presented to potential purchasers. Within the brochure were powerful descriptions devised to impress. The booklet's first page appeals to the discriminating buyer looking for a permanent home:

"Following the best traditions of the French Renaissance period, modernized to suit the needs of a discriminating age, artist and architect have collaborated with rare inspiration in designing the stately building which is to be "399 Fullerton Parkway." Seventeen stories of graceful proportions. Cut stone to the fourth floor and, beyond that, face brick on all sides richly ornamented with stone. Completely fireproof, of course, for it is built of enduring concrete and steel. Constructed with honor, to stand unscathed for many generations to come. There is sound investment value in the ownership of a home in this deluxe, co-operative building."

Inserted were floor plans of the larger nine-room and eight-room apartments, presenting arrangements that were livable, generous in size particularly in the number of baths and closets, full of natural light, and had skillfully separated public, private and service spaces. While promoting all of the building's benefits and appointments, of interest in the brochure is the emphasis placed on the automobile and accommodations for chauffeurs, at a time when automobile usage moved from a pleasure riding hobby to a principal form

⁹ Harris, Neil. *Chicago Apartments: A Century of Lakefront Living.* New York: Acanthus Press, 2004, p. 28.

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**399 West Fullerton Parkway Building
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of transit. Also notable is the language used to sell 399 Fullerton Parkway's regal and naturalistic Lincoln Park setting:

One must search far to find, anywhere, a more ideal site for a home. Facing the most beautiful section of Lincoln Park where the stately trunks of old trees rise like tall pillars along ever-shaded, curving paths, to Gothic-like arches of inter-twining branches above...so like some ancestral English estate in its pastoral atmosphere that one almost looks for a Baronial Hall, or listens for the baying of the master's hounds. Nearby, the formal gardens, the lagoons and the winding bridle paths. Beauty, quietude and convenience. This is the locale of "399 Fullerton Parkway." A proper setting for the town home of persons of exacting tastes.

Each potential resident of 399 Fullerton was also given details on the financials of purchasing a cooperative apartment in a Price Schedule and Financial Statement brochure. The statement showed the price of equity, the proportionate share of mortgage, and the monthly assessments that included building operating costs and amortization payments. Apartment homes were sold on the 100 percent co-operative plan, whereby each of the thirty-two families who occupied the building owned stock in the corporation, proportionate to their share.

Although individual marketing brochures successfully delivered buyers, there were additional strategic benefits to developers whose buildings were included in city wide portfolios. A 1928 book produced by the office of Baird and Warner, Incorporated, a real estate firm, generated interest in Chicago's finest apartment buildings. *A Portfolio of Fine Apartment Homes* featured 109 buildings, including the 399 West Fullerton Parkway Building, with pleasing photographs and renderings accompanied by text created to entice prominent Chicagoans into residing in their buildings.¹⁰

¹⁰ *A Portfolio of Fine Apartment Homes. Compiled by the Michigan Erie Office of Baird & Warner Incorporated, 640 No. Michigan Ave., Chicago: Baird & Warner, Inc., 1928, p. 44.*

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**399 West Fullerton Parkway Building
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EARLY RESIDENTS OF 399 WEST FULLERTON PARKWAY

The 399 West Fullerton Parkway Building was quite exclusive, with tenant owners, according to Kirkham-Hayes' 1926 brochure, "being carefully selected from a limited list of acceptable people."¹¹ Census data from 1930 indicates that the residents were mostly professionals or business owners. Many purchasers in 399 Fullerton Parkway were announced in columns that appeared in the *Chicago Daily Tribune* between 1926 and 1929. One can also learn about early residents from a chart created by investors McNally and Quinn on October 26, 1928 indicating to whom 22 of the 34 units were sold. Tenant owners included the following, many of whom are included in the 1931 *Who's Who in Chicago*:

Mrs. Olivia King Erbstein (Mrs. Charles Erbstein), a widow (2A);
Mortimer T. Enright, chief electrician, Chicago Board of Education (2B);
Alfred R. Urion, Jr., Chicago Stock Exchange broker (3A);
M. Edward Gueroult, a real estate banker and vice-president, Straus Brothers Co., (3B);
Russell Heywood Folwell, president and general manager of Folwell Engineering Company (4A);
Patrick (Packey) J. Bee, vice-president of Lawrence Stern and Co., stocks and bonds, (4B);
George L. Mallery, insurance company vice-president, (5A);
Frank Wasson Pendexter, a certified public accountant who was a partner with Ernst and Ernst (5B)
Thomas D. Collins, a contractor-builder (6A);
Henry Schmitz, a surgeon (6B)
W. C. Griffiths (7A)
Archibald D. McAdam, steel salesman (7B)
George Francis Henneberry, the proprietor of Manz Rotogravure Company, a printing and engraving business (8A);
Edgar G. Stearns, rubber industrialist(8B)
Phillip D. Burke, (9A)
James G. Fuller (9B)

¹¹ "399 Fullerton Parkway: A Co-operative Apartment Building of Distinction."

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**399 West Fullerton Parkway Building
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Thomas H. Beacom, a Railway official (also president of the 399 Fullerton Parkway Building Corporation) (10A)
William Henry Hodge, vice-president of Byllesby Engineering and Management Corporation (10B);
John C. Schmidt, Jr., president of an asphalt contracting company (11A),
William Henry Gehl, a urologist and surgeon (12A)
Mrs. Louise Goetz (15A)
Mrs. Ebba Coal Johnson (16A)

Other tenant owners by the 1930 United States Census and/or published in the 1931 Book of Chicagoans:

- Winfield Scott Linn, vice-president of Folds, Buck & Co. investment brokers;
- S. B. Barton Fox, an investment banking executive;
- Hayes R. Grierrest, an architect;
- Paul C. Dodge, president of an investment company;
- Philip D. Burke, , brush manufacturer;
- John J. Schreiner, grain broker;
- Charles Anthony Stevens, founder, chairman of the board, and president, Chas. A. Stevens & Co., retail dry goods;
- Percy C. Brooks, vice-president, Fairbanks Morse & Co.

Resident Edgar G. Stearns, a rubber industrialist, was featured in an early advertisement for the building. A letter he wrote to the Kirkham-Hayes Corporation gives one insight into his motivation for purchasing a cooperative apartment in 399 Fullerton:

"Gentleman:

Why I purchased a 399 Fullerton Parkway cooperative apartment.

First, the equity cost was reasonable while maintenance and beautification was so arranged that the apartment is sure at a cost in harmony with strict economy, and during fixed periods of absence, the apartment can sublet at a profit.

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Its location being within fifteen minutes of the business district of Chicago, and yet as a place of residence, it adjoins Lincoln Park and Lake Shore Drive.

The building, with private garage, aside from being fireproof, in all its appointments commanded my attention, as did the fact that it is about the right size to insure a select number of owners interested in the home atmosphere which you have established.

Yours very truly,

E. G. Stearns"

THE TALL, LUXURY URBAN APARTMENT BUILDING IN CHICAGO

The 399 West Fullerton Parkway Building represents a type of early 20th century residential construction in Chicago: the luxury urban high rise apartment building. Although the apartment building in Chicago, as a building type, evolved in the 1870s and 1880s to meet the needs of the city's rapidly increasing population, it only became an acceptable residential choice for upper class families beginning in the early 20th century. Most Chicagoans in the 19th century, unlike New Yorkers or Parisians, were not accustomed to living in multi-family dwellings, no matter how luxurious. They preferred the privacy of single-family homes surrounded by greenery in a small-town-like setting. Nevertheless, population and land valuation pressures forced the introduction of multi-family apartment and flat construction to Chicago in the late 19th century. Those who could not afford their own homes had often been forced to live in dark, cramped quarters in apartment buildings. This prejudice lasted until the arrival of a more palatable apartment building type after 1900, that catered to the desires of the better classes and shared qualities that were embraced in the detached, single-family home.

The 1910s and 1920s brought about a new elegant urban lifestyle, with dwellers residing in taller luxurious apartments constructed in highly desirable lakefront locations in the city such as in the Gold Coast, in north side neighborhoods bordering Lincoln Park such as Lincoln Park, Lakeview, Uptown and Edgewater; and in the Hyde Park and Kenwood neighborhoods on the south side. The luxury apartment building was driven upward in

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height as a result of many factors, including booming population growth, rising property values, locational pressures, and high demand for luxurious residences.

In the construction boom of the 1920s real estate values were high, so in order to maximize value of the land, high rise buildings were constructed. Rising property values encouraged dense development on small parcels and zoning laws that permitted these lofty heights. By applying the technologies used for the early 20th century tall office building, the tall apartment building was born.

Along Chicago's lakefront a concentration of high-rise, luxury apartment buildings soon developed. Numerous elaborately detailed apartment buildings were constructed in the 1920s, with apartments that author and historian Neil Harris describes as "spacious, modern, domestic and expensive, multi roomed, high-celinged, soundproof residences, with views and appointments that excited the respectful awe of newspaper journalists."¹²

Early 20th century developers carefully marketed luxury high rises to potential residents, who had to be persuaded to give up the idea of a detached mansion to live in a similarly appointed luxurious apartment next to others who shared the same socio-economic status. In exchange for private backyards, residents were offered desirable locations next to Chicago's best parks and recreational facilities, fabulous views of Lake Michigan, and ease of transit to Chicago's loop. As apartments became a suitable choice for luxury living, Chicago experienced an apartment boom. The highest yearly ratio of construction of apartment units to detached single family homes in Chicago (6.8 to 1) was reached by 1928.¹³

Chicago's most celebrated apartment buildings are located in the Gold Coast or Streeterville area of Chicago. Carl Condit, in his book *Chicago 1910-1929: Building, Planning and Urban Technology*, believed that "by far, the most elegant, the most expensive, and the most magnificently sited are the buildings of the Gold Coast, the solid

¹² Harris, pp.14-15.

¹³ Condit, Carl W. *Chicago 1910-29: Building, Planning, and Urban Technology*. Chicago: University of Chicago Press, 1973, p. 157. According to Randall in the *History of Chicago Building*, p. 298, in 1928 there were 4,381 individual homes to 29,945 apartment units; 1929 there were 2,973 to 13,146 and when the depression affected construction in 1930 there were 1,088 homes to 1,487 apartment units.

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strip of luxury that extends along the water's edge..."¹⁴ While the "Gold Coast" or "Streeterville" area evolved into one of the most desirable addresses for apartment dwellers, developers in other areas along the lakefront also competed in this market. Developers on Chicago's south side promoted "Chicago Beach" in the Hyde Park-Kenwood area, while north side developers took advantage of opportunities in the Lincoln Park, Lakeview, Uptown, and Edgewater communities. All had attractive locations, beaches, and scenic views along Lake Michigan, rivaling their successful counterparts in the Gold Coast.

ARCHITECTURAL HISTORY OF THE LUXURY APARTMENT BUILDING¹⁵

Architectural historian Carroll William Westfall has placed apartment construction in Chicago into three eras between 1880 and 1930, each era attempting to appeal to Chicagoans and emulate some aspect of residential affluence.¹⁶ In the first period, from 1871 through 1893, apartment buildings, mostly two- to three-story flats, were disguised to look like large single-family homes on the exterior to appeal to Chicagoans' small-town tastes. Larger apartment buildings were harder to disguise as homes, so architects used stately men's clubs or hotels as their models. It was during this era that Chicago's first tall, high-class apartment building was designed by architects Treat & Foltz and built at State and Ontario in 1880.¹⁷

In the second phase, from 1893 through 1918, the influence of the World's Columbian Exposition in Chicago showed that a city could be dense and urban and still be beautiful. Historic Revival styles of architecture gained new appreciation and were used to express domesticity on the exterior of the large courtyard and apartment blocks that would line the city's streets. In this era of apartment building construction, wealthy Chicagoans began to accept the apartment building as a suitable place of residence. The finest and earliest example of new luxury apartment living was found in the Pattington Apartments,

¹⁴ *Ibid.*, p. 158.

¹⁵ Granacki Historic Consultants developed this analysis of the apartment building type for the National Register Application for the Narragansett Apartments, Chicago, IL.

¹⁶ Westfall, p. 21.

¹⁷ *Ibid.*, pp. 24-25).

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begun in 1902 in Chicago's then fashionable north side Uptown neighborhood. This groundbreaking courtyard apartment building catered to upper-middle-class families with six-room, 1400-square foot units to nine-room, 2500-square foot units around two open, landscaped yards. It was also during this era that the foremost architect of apartments of the better class, Benjamin Marshall, in 1900, produced his first luxury tall apartment building, the Raymond. Innovative in plan, the Raymond provided the model for apartment layouts with its orderly hierarchy of public, private and service areas. This reordering of the apartment plan hints to the downstairs public-space and upstairs private-space separation in a single-family dwelling. The plan of the Raymond was perfected by Benjamin Marshall in the nine-story Marshall Building of 1905, the first apartment building on North Lake Shore Drive in the fashionable Streeterville/Gold Coast district. Each apartment in the Marshall Building was spacious and filled a full floor, with public rooms (reception hall, living room, dining room) at the front, private spaces (bedrooms and baths) in a row along one side and service areas in a parallel row, on the other side, separated by a long hall.¹⁸ Through this orderly plan, architect Benjamin Marshall set the standard for luxury apartment arrangements in the years to come.

The 399 West Fullerton Parkway Building was constructed during the third major period of apartment design in Chicago, from 1918 through the early 1930s when taller heights were achieved. Several changes in local regulations contributed to the development of the skyscraper apartment building that became a prevalent apartment type during this period. First was the change in Illinois statutes in 1919 and 1922 which established the legal mechanism for cooperative apartments, allowing residents more control over building design and maintenance through ownership. Then in 1923, with Chicago's first zoning ordinance, increased allowable density on small, choice sites dictated that construction go up. Following precedent in New York's zoning law of 1916, additional stories were permitted if they did not exceed one-sixth of the building's cubic volume and complied with related setback requirements.¹⁹ As a result, the 1920s introduced the concept of the soaring, isolated building, often standing apart from its neighbors. Sometimes they were erected quickly and plainly, with the only concern being to maximize profits. However when handled by skillful designers, the skyscraper apartment building could provide visual delight and appeal to wealthy Chicagoans seeking a

¹⁸ Westfall, *From Homes to Towers*, p. 278.

¹⁹ Zukowsky, *Introduction in The Sky's the Limit*, p. 11.

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luxurious yet simpler housing choice than that of a traditional single family home on a suburban estate.

The tall apartment building shared many of the same exterior design issues as the tall office building. Architects of skyscraper apartment buildings applied the concepts first introduced by Louis Sullivan in 1896 in *The Tall Office Building Artistically Considered* to address the problems of aesthetics. Sullivan advocated that an architect should allow a tall building to express its rising verticality, but introduce horizontal divisions to the façade based on the divisions of a classical column: base (the lower stories of the building), shaft (uninterrupted series of window tiers), and capital (the crown of the uppermost stories of the building). The first few stories of a tall apartment building were designed as a base, where the front entry was emphasized and architectural features such as columns, pilasters, arched entries and groupings of windows could be grasped on a human scale. The floors of the base would often hold the public spaces of the apartment building such as the lobby, elevator bays, storage, meeting space, and laundry. Above this base the tower soared, frequently stressing its verticality, and housing the residential units of the building. Above the tower's shaft, there might be some visual closure at the top either with an actual cornice if in a classical style, or perhaps a different design treatment for the top floor windows in a contemporary-style structure. The exterior of 399 Fullerton shows the tripartite division of the tall building, with stone base (floors one to three), shaft (floors 4-14) and capital (15 and above). The capital is highly elaborate, finishing the building with steeply pitched hipped roofs and stone ornament.

Although Sullivan's aesthetic concepts could be applied, the greatest challenge for architects of the tall apartment building was that the necessities of the interior plan largely dictated the exterior form. This became a modern problem, as architects were inserting a residential plan into a building type principally used for office and commercial uses: the skyscraper. The need for natural light and ventilation in all rooms, and for pleasing views from the public spaces, led to L-, H-, U-, or other irregularly shaped footprints with multiple projecting window bays and recesses. Unlike tall commercial or office buildings in Chicago's Loop, it would be difficult to contain a tall apartment building on a rectangular site built to the lot line. So instead of fitting residential uses into a commercial prototype skyscraper, the most creative of the residential architects first created a layout of apartment floor plans, and designed an exterior skin around the form

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this plan suggested. In 399 Fullerton, the architects McNally and Quinn had the freedom to create a freestanding building with a modified H-plan. Projecting bay windows and recessed facades were wrapped around the design, allowing for high levels of lighting and ventilation, exceptional views, and pleasant, workable apartment floor plans with luxurious appointments.

For the skyscraper's skin, most architects followed domestic conventions that were well accepted in Chicago, using historic revival style ornamentation such as Gothic, Tudor, or French, or frequently some variation of Classical Revival or Renaissance styling. Buildings in the later 1920s, looked to more modernistic styles such as Art Deco for stylistic inspiration.

The success of the design of the tall apartment was based on its plan, and often times the interior became much more important than the exterior of the building. In the public spaces of the building, interior circulation consisted of a formal entry lobby leading to one or more sets of elevators. Since the public entrance hall gave an initial impression of the building, more money was spent on the vestibule and lobby for high quality materials and finishes. Other public spaces such as meeting rooms and lounges could be included usually at the base of the building or on the top floors, trimmed with the stylistic details of the architectural style used on the exterior. 399 West Fullerton Parkway Building has a highly appointed vestibule and lobby with lush French Renaissance Revival detailing.

In analyzing the published plans of the 1920s, the interior plans of better-class apartment buildings tended to fall into four plan types: a common-corridor plan with a small number of units per floor arranged in a linear fashion off a long hall with a passenger elevator (usually found in buildings with a block-like massing); a one-unit per floor plan (usually found in narrow buildings with a block-like massing and one principal façade); the cluster plan, with one or two units clustered around a private elevator and foyer (usually found in a freestanding tower); and the duplex plan in which each unit consisted of stacked floors, with public rooms on the lower level and bedrooms on the upper level. Architects were challenged to make each better-class apartment plan like a single-family home. Where earlier apartment houses had a single elevator or elevator bank serving each floor with all apartments accessed off one long corridor (common-corridor plan), some architects experimented with a cluster-like plan with elevators opening onto small foyers on each floor, serving only one or a small number of

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apartment units. McNally and Quinn designed 399 West Fullerton Parkway with one passenger elevator to serve each of the two units per floor and one service elevator. The private elevator foyer mimicked a single-family entry vestibule, to create exclusivity and privacy.

In the best apartment designs of the 1910s and 1920s, the units would have a suite of public rooms – that is, the entry hall, parlor, library and dining room – that dominated the front or were sometimes clustered in the center of the apartment. Bedrooms were separated and grouped, together with bathroom(s), off a smaller secondary hall, yet placed where they could still receive light and air. Finally the kitchen, pantry and maid's rooms would be tucked away, usually in the rear, and accessed directly behind the dining room.

Since apartment house design posed new and complex problems for the architect in the early part of the 20th century, the subject was featured in architectural periodicals such as *American Architect*, and in books such as *American Apartment Houses of Today* (1926) and *American Apartment Houses, Hotels, and Apartments of To-day* (1929) both by R. W. Sexton, an associate editor of the *American Architect*. Within the publications, authors addressed specific concerns about the exterior form and interior plans of the tall apartment building, and provided examples of successful designs.

Architects who designed apartments of the better class had to adeptly address unique design concerns mostly based on the profitability and salability of units. Often a building was judged solely on the individual units, not the façade, and had to have amenities and embellishments such as premium materials, improved finish, and high-quality workmanship. Size did matter to the luxury apartment dweller, and architects of the 1920s attempted to provide generous spaces within the unit. In smaller spaces the illusion of spaciousness was created. At 399 West Fullerton Parkway, architects McNally and Quinn created apartments that expressed spaciousness by having the apartment entrances from a small private elevator foyer into a much larger entry hall within the unit. Once inside, the apartment space was divided into public rooms, private rooms and service areas. The architects used a cluster arrangement, with the entry hall or gallery being the central focus, with principal rooms accessed through wide archways from this space to impart bigger spaces. Bedroom wings were accessed through single doorways often through rear halls that included access to each bedroom. Kitchen and service

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areas were cleverly tucked into the dark interior of the floor, separating the two principal zones. Also in their design was an accommodation for automobile storage, with an elegant reception area off of the lobby with herringbone brickwork floors and plaster medallion at the light fixture above. Few buildings in the 1920s were as progressive in their design in adapting to the rise of motoring for mobility as is found in 399 Fullerton.

FRENCH RENAISSANCE REVIVAL STYLE ARCHITECTURE

The styling of 399 West Fullerton Parkway adapted architectural features and characteristics found in French Renaissance architecture. From the late 15th to early 17th century, High Renaissance architecture was prevalent in France, initially due to the Italian campaigns by invading French kings such as Charles VIII in Naples and Milan in 1494 and Louis XII and Francois I in 1500-25. Exposed to Italian High renaissance styling and culture in Italy, the French became classically inspired in their building designs, particularly for large scale chateaus.

In the United States, the French Renaissance Revival is an uncommon style mainly introduced in architect-designed buildings from 1880 through 1940. Most buildings in this style were constructed during an era of eclecticism in the early 20th century when literal interpretations of historic revival styles based on European precedents prevailed. Fascination with French designs emerged in the 1920s, when many Americans who had served in France during World War I returned with first-hand familiarity with French prototypes. The 1920s were also a time when a number of photographic studies of French homes were published, both in architectural journals and popular magazines, providing architects and builders with many models to draw from.

French Renaissance Revival designs are both elaborate and refined, with balanced, symmetrical facades, pedimented doors and windows, decorative dentils, corner quoins and pilasters. According to Virginia and Lee McAlester, a characteristic of French Renaissance-inspired design is a steeply pitched hipped roof or a dual-pitched Mansard roof.²⁰ Two steeply pitched hipped roofs over projecting full-height front bays dominate the design of the apartment building at 399 West Fullerton Parkway. Perhaps the roofs were inspired by the chateau at Fontainebleau built for Francois I beginning in 1527. 399

²⁰ McAlester, Virginia and Lee McAlester. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 1991, p. 8.

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Fullerton Parkway has other refined French Renaissance elements such as round pediments over window openings, stone quoins and pilasters. With majestic views of Lincoln Park, 399 Fullerton Parkway also embodies the Renaissance ideal of appreciating the pleasure of landscapes. By drawing from European models, such as the French or Parisian flat, apartment buildings captured their model's romantic associations through the application of classically inspired ornament.

Only two buildings with French Renaissance detailing have been noted in the City of Chicago's Historic Resource Survey: a multi-residential building at 1246 West Pratt Boulevard, built in 1927-31 (orange-rated), and 4606 N. Hermitage Avenue, multi-residential building from the 1920s that was designed by Jens J. Jensen (orange-rated).

When compared with other French Renaissance Revival apartment designs in Chicago, the 399 West Fullerton Parkway Building delivers a design that is refined and balanced. In Neil Harris' 2004 book, *Chicago Apartments: A Century of Lakefront Luxury*, few examples of French Renaissance apartment buildings are featured. The first is 1540 North Lake Shore Drive, designed by architects Huszagh and Hill and built in 1925-26 in the Gold Coast area of Chicago. Like 399 Fullerton, the design for 1540 is French Renaissance, with steeply pitched hipped roofs, rusticated stone base, and pedimented window and door surrounds. Coincidentally, this building is also 17 stories tall with a similar plan. However, the two designs depart with the application of engaged round pinnacles, appearing like towers, that rise above vertical stone bands on the front façade of 1540 Lake Shore Drive. The round towers complicate the design, and appear fussy when compared with the more dignified design at 399 Fullerton Parkway.

Another example in Chicago's Gold Coast, 1530 North State Parkway, designed by architects Granger & Bollenbacher and built in 1929-30, is also French Renaissance in style. Yet, unlike 399 Fullerton, 1530 is spare in detailing reflecting the penetration of modernism into architectural designs of the late 1920s.

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French Renaissance was also chosen for stylistic detailing in architect Robert S. DeGolyer's 1926 design for the Cornelia Apartments, 3500 North Lake Shore Drive. This Lakeview apartment building with over 60 units makes the most of its large site with a massive rectangular block. Its steeply pitched hipped roof, a signature element of the French Renaissance style, seems like an afterthought capping the front façade of the building.

In the Edgewater community of Chicago is The Renaissance at 5510 North Sheridan Road. This French Renaissance styled red brick and stone building was designed by architects Quinn & Christensen and built in 1926-27. Like 399 Fullerton, attention was given to automobile storage but with two garage bays instead of one, leading to a three story garage. This building was listed on the National Register of Historic Places in 2001 as a significant local example of the urban luxury high rise building type in the French Renaissance Revival style.

The architects of 399 West Fullerton Parkway, McNally and Quinn, also designed another apartment building in the French Renaissance style. The Sheridan-Melrose Apartments, constructed at 3240 North Lake Shore Drive in the Lakeview community area of Chicago in 1927-29, is a 67-unit building on a monumental site. Contemporaneous to the building at 399 West Fullerton, the Sheridan-Melrose building is similar in its detailing but lacks the simple elegance of 399 Fullerton Parkway because it is executed on a larger scale. Unlike 399 West Fullerton, the Sheridan-Melrose Apartments fully exploits its site through the use of a 16 story rectangular block form that is then capped



The Renaissance, 5510 N. Sheridan Rd., Chicago, IL



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with a small four story block.

MCNALLY AND QUINN, ARCHITECTS

The 399 West Fullerton Parkway Building is an important example of the work of the Chicago based firm of McNally and Quinn, who specialized in cooperative apartment design. McNally and Quinn, Architects and Engineers, was founded in September 1921 by architect James Edwin Quinn (b. February 17, 1895, Chicago, IL – d. February 25, 1981, San Pierre, IN) and engineer Frank Angus McNally (b. October 18, 1884, St. Paul, MN – d. December 20, 1951, Chicago, IL). The two had met in the offices of architect Eric Edwin Hall (1883-1942), and practiced together until their firm was dissolved in March 1937. J. Edwin Quinn was the son of a stone cutter who apprenticed as a draftsman in the office of architect Charles J. Bremer (1913) and then Eric E. Hall (1914-1918). Formal architectural studies were undertaken by Quinn from 1914 to 1915 during evening classes at the Art Institute of Chicago. Frank McNally, who was raised in Canton, Ohio, attended Purdue University in their school of Civil Engineering from October 1904 until June 9, 1910, but according to



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the Purdue University Office of the Registrar, McNally never received a degree.²¹ His professional activities include working as a structural engineer with Schmidt, Garden and Martin and the office of Eric E. Hall before establishing the firm with Quinn in 1921.

McNally and Quinn established a practice that gained a reputation for quality, well-appointed high rise apartment designs in some of Chicago's most prestigious lakefront neighborhoods, particularly the Gold Coast and South Shore. According to the Art Institute of Chicago, which archived the records of the firm, McNally and Quinn's first significant commission was for the Devonshire Apartments at 6334 North Sheridan Road, Chicago in 1923. This eight-story design, with Tudor Revival style ornament, featured 6 units per floor. The Devonshire Apartments was one of two apartment building designs by McNally and Quinn published in a professional journal (*Western Architect*, April 1926). The other was the apartment building at 1500 North Lake Shore Drive, published in *Western Architect* in January 1930.

By the close of the 1920s, the firm was commissioned to design over twenty major commissions in Chicago including the following:

- Apartment Building at 70 East Cedar Street, 1927
- Apartment Building at 73 East Elm Street, 1928
- Apartment Building at 1100 North Dearborn Parkway, 1929
- R. C. Wieboldt Building, 133 South Ashland Boulevard (13 story apartment and store building), 1931
- Apartment Building at 1500 North Lake Shore Drive, 1927-1929
- Apartment Building at 2000 North Lincoln Park West
- The Shorewind Apartments, 7000 South Shore Drive and 2372 E. 70th Street, 1926-27
- Apartment Building at 399 West Fullerton Parkway, 1926-27
- Dearborn-Schiller Apartment Building, 1366 North Dearborn Parkway, 1926
- Eddystone-Belmont Apartments (Phase II), 421 West Melrose Street, 1929-30
- Fullerton Parkway Tower Building, 415 West Fullerton Parkway, 1928
- Glenesher Arms Apartments, 1347-57 West Estes Avenue, 1922

²¹ E-mail correspondence, Jennifer Kenny with Donna Pusey, Office of the Registrar, Purdue University. August 3, 2006 and September 28, 2006.

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- Gordon Apartments, East 70th Street and Oglesby Avenue, 1922
- Harbor Apartments, 432-34 West Belmont Avenue (7 story apartment hotel), 1926
- Hearthstone Apartment Hotel, 401 North Michigan Avenue (26 story apartment and store building, never built), 1931
- Highland Apartments, 7147-49 South Jeffrey Boulevard, (7 story brick apartment building, Tudor Revival) 1930
- Melrose Building, 424 W. Melrose Street
- Sheridan-Melrose Building, 3240 North Sheridan Road (Lake Shore Drive), 1927-29
- Slosson Building, 209 West Randolph Street
- The Verona, 5858 North Kenmore Avenue

399 West Fullerton Parkway was designed at the height of their cooperative apartment building practice, and fully represents their achievements. Carroll William Westfall, a noted writer on multi-family residential architecture in Chicago, has labeled the architectural firm of McNally and Quinn as high ranking designers of apartment buildings of the early 20th century, just behind masters Benjamin Marshall and Howard Van Doren Shaw. Four McNally and Quinn apartment building designs are noted in the Chicago Historic Resources Survey: 1500-1512 N. Lake Shore Drive (orange-rated, also in Illinois Historic Structures Survey), 67-73 East Elm Street (orange-rated, also "O-rated" in the Illinois Historic Structures Survey) 1366 N. Dearborn Street (yellow-rated), and 70 East Cedar Street (yellow-rated). The following McNally & Quinn designs are included as part of National Register Historic Districts: Apartment Building at 70 East Cedar Street (Gold Coast Historic District); Apartment Building at 73 East Elm Street (Gold Coast Historic District); Apartment Building at 1500 North Lake Shore Drive (Gold Coast Historic District); Dearborn-Schiller Apartment Building, 1366 North Dearborn Parkway (Gold Coast Historic District); and Highland Apartments, 7147-49 South Jeffrey Boulevard (Jeffery-Cyril Historic District).

The firm did produce designs for other building types besides luxury apartment buildings, particularly stores for the Woolworth Company. The Art Institute of Chicago also notes that their practice included some commercial and public structures as well as single family homes, but the firm's reputation was established "through the construction of quality large-scale apartment buildings and cooperatives along Chicago's lakefront in

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neighborhoods such as Hyde Park, South Shore, and Rogers Park, and in dense and urban suburbs such as Evanston, Illinois.²²

THE APARTMENT DESIGNS OF
MCNALLY & QUINN

The apartment designs of McNally and Quinn in the early 20th century vary in their approach, depending upon their developer's motivation. Some designs were rectangular blocks, maximizing the building size on the lot and, therefore, occupancy and profitability for its developer. In the rectangular block, ornamental detailing became secondary to the rectangular block design and appears as pasted on historic revival-style ornament. Other apartment designs are more complex, like 399 Fullerton Parkway, with T-shaped or L-

shaped plans, articulation of bays on principal facades, and elaborate exterior finishes that particularly cap off the top of the building.

On the interior, marketability to the buyer/renter of the upper classes drove apartment designs of the 1920s. To be viable, architects like McNally and Quinn infused impressive ornamental detailing, grand reception halls, and maximized views from the principal spaces of the units. Generally, in plan, Chicago's higher quality luxury designs

²² Finding Aid. McNally and Quinn Records, 1880-1977. Ryerson and Burnham Archives, The Art Institute of Chicago.

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separate three zones within each unit: public/formal, private and service spaces. The creativity of organizing the three zones separates one design from another. Some architects worked with traditional linear arrangements with public/formal spaces in the front, private spaces in the middle and service spaces in the rear. These designs were well-suited to long, narrow lots with small street frontage. McNally and Quinn did follow this pattern, however, they also experimented with organizing or clustering spaces along the reception/entry hall. The apartment building at 399 Fullerton Parkway is exceptional for placing service areas in the least conspicuous and less desirable interior of the building, allowing for light and picturesque views in the public and private spaces of the apartment. It is also exceptional in its site planning, capturing vistas for its apartment dwellers.

CONCLUSION

The 399 West Fullerton Parkway Building compares well with the other French Renaissance Revival luxury apartment designs studied for this nomination. Its tall, sleek skyscraper appearance displays its modernity while its impressive yet restrained ornament sets it clearly within traditional residential architecture. Several of the other French Renaissance designs are blocky and awkward in their overall massing. Only the National Register-designated apartment building, the Renaissance, is as elegant and well proportioned as 399 Fullerton. Amongst other designs by McNally and Quinn, its soaring verticality distinguishes it again. The seamless architectural treatment from limestone base to the peaks of its characteristic roofs emphasizes the singular vision of this design. 399 West Fullerton Parkway stands among the best designs by a well respected firm and as an excellent example of an architectural style uncommonly found in Chicago's rich high rise residential legacy.

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United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 9 Page 30

**399 West Fullerton Parkway Building
Chicago, Cook County, Illinois**

"Mrs. Nellie Loeb Sells Residence for \$385,000." *Chicago Daily Tribune*. November 22, 1925, p. B1.

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Sexton, R. W. *American Apartment Houses, Hotels, and Apartment Houses of Today*. New York: Architectural Book Publishing Company, Inc. 1929.

Westfall, Carroll William. "Home at the Top: Domesticating Chicago's Tall Apartment Buildings." *Chicago History: The Magazine of the Chicago Historical Society*. Spring 1985, Vol. XIV, No. 1, pp. 20-39.

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 10 Page 31

**399 West Fullerton Parkway Building
Chicago, Cook County, IL**

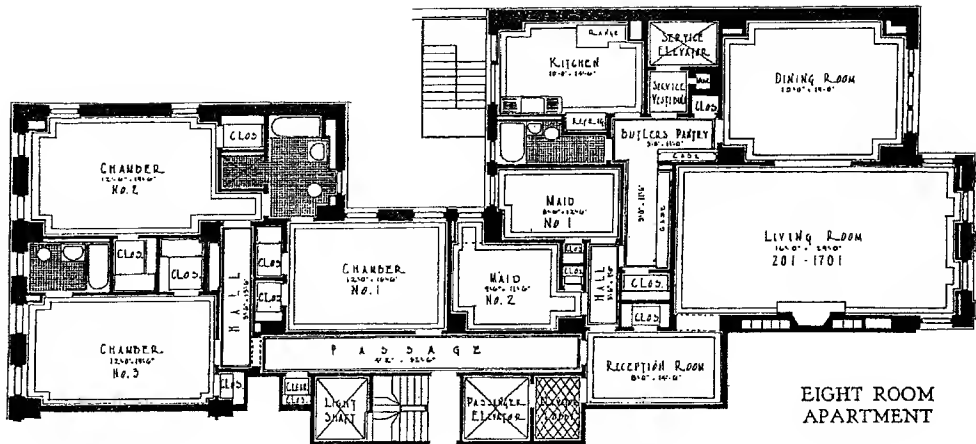
VERBAL BOUNDARY DESCRIPTION

Property Index Number: 14-33-106-004-0000

Legal description: THE WEST 85 FEET OF THE EAST 92 FEET OF THE WEST 195 FEET OF THE NORTH 160 FEET OF LOT 3 IN ADAMS AND PORTER'S SUBDIVISION OF THAT PART OF BLOCKS 2 AND 3 LYING NORTH OF THE EAST AND WEST CENTER LINE OF SAID BLOCKS 2 AND 3 IN CANAL TRUSTEES' SUBDIVISION IN SECTION 33, TOWNSHIP 40 NORTH, RANGE 14 EAST OF THE THIRD PRINCIPAL MERIDIAN, IN COOK COUNTY, ILLINOIS.

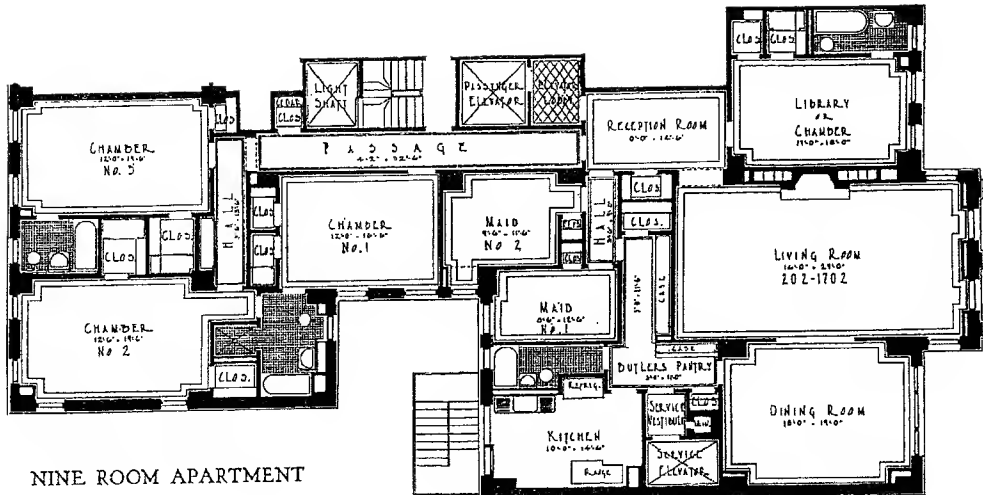
VERBAL BOUNDARY JUSTIFICATION

The boundary includes both the building, the attached parking garage, and site known commonly as 399 West Fullerton Parkway, Chicago, IL.



HERE are sixteen apartments of eight rooms and three baths, one with shower room. Two closets are adjuncts to each bedroom in these apartments as in those which have nine rooms. All rooms in the building are very light and airy. It will be noted that servants' quarters, kitchen and service rooms are entirely apart from the other sections of the apartments — an arrangement readily appreciated by every housewife. "399 Fullerton Parkway" will be ready for occupancy on June 1, 1927. Tenant owners are being carefully selected from a limited list of acceptable people. An early reservation of space will make possible specially designed and arranged rooms to meet individual requirements.



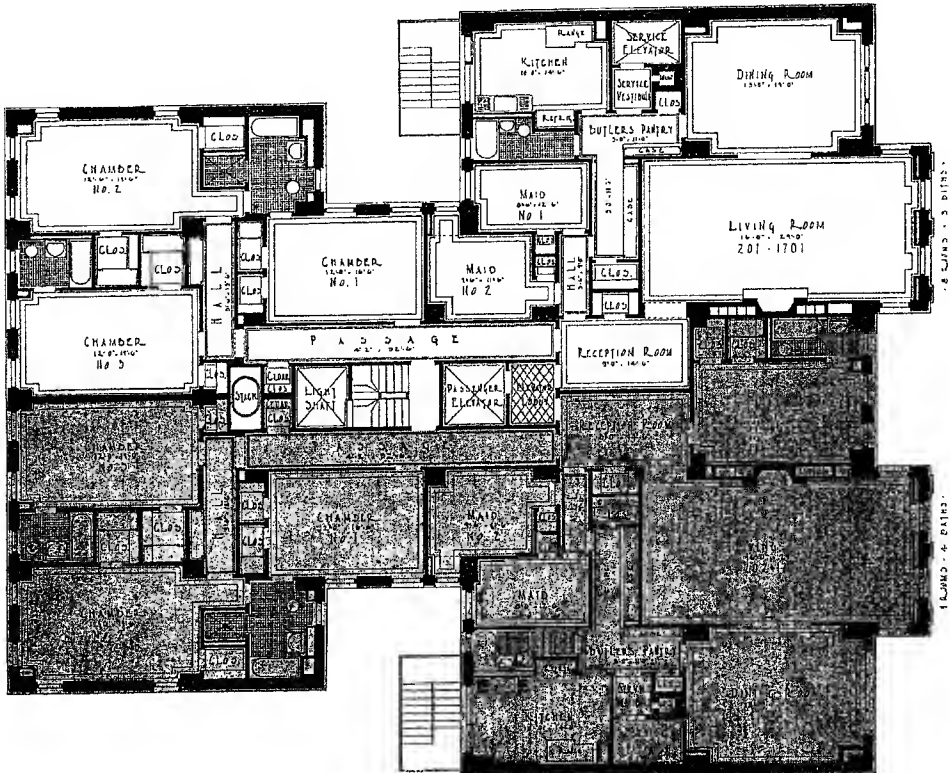


NINE ROOM APARTMENT



THIS floor plan of a nine-room apartment (of which there are sixteen in the building) shows well the excellent arrangement of rooms in "399 Fullerton Parkway," and their generous proportions. Four large bath rooms — one with additional needle shower room. Southern exposure for most of the bedrooms and two commodious closets for each. All living rooms in the building look out on Lincoln Park, affording a beautiful vista of tall trees and greensward from the lower floors, and a panorama of Lake and North Shore from those higher up.

Floor Plan
399 FULLERTON PARKWAY



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612 North Michigan Ave.



Telephone Superior 8320

CHICAGO

ARKANSAS, POPE COUNTY,
Archeological Site 3PP614,
Address Restricted,
Sand Gap vicinity, 07000203,
LISTED, 5/23/07
(Rock Art Sites in Arkansas TR)

ARKANSAS, SEBASTIAN COUNTY,
Arkansas 22, Old, Barling Segment,
Mayo Rd,
Barling, 07000439,
LISTED, 5/22/07
(Arkansas Highway History and Architecture MPS)

DISTRICT OF COLUMBIA, DISTRICT OF COLUMBIA STATE EQUIVALENT, Grant, Ulysses S.,
School, 2130 G St. NW, Washington, 07000447, LISTED, 5/22/07 (Public School Buildings
of Washington, DC MPS)

DISTRICT OF COLUMBIA, DISTRICT OF COLUMBIA STATE EQUIVALENT, Uline Ice Company
Plant and Arena Complex, 1132, 1140, and 1146 3rd St. NE, Washington, 07000448,
LISTED, 5/17/07

ILLINOIS, COOK COUNTY,
Building at 399 West Fullerton Parkway,
399 W. Fullerton Ave.,
Chicago, 07000456,
LISTED, 5/22/07

ILLINOIS, COOK COUNTY,
Rees, Harriet F., House,
2110 S. Prairie Ave.,
Chicago, 07000458,
LISTED, 5/22/07

ILLINOIS, COOK COUNTY,
Steuben Club, The,
188 W. Randolph St.,
Chicago, 07000457,
LISTED, 5/22/07

ILLINOIS, FORD COUNTY,
Dunn--Hampton House,
511 W. Pells St.,
Paxton, 07000455,
LISTED, 5/22/07

ILLINOIS, LOGAN COUNTY,
Hoblit House,